

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Dave Beran
FROM: Alejandro Lopez
SUBJECT: Exploration of New Textures

DATE: February 20, 1992

Project:

Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct research involving the exploration of new ideas for innovation in packaging.

Budget:

The cost of conducting this research is \$21,600 \pm 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:

Marketing Perceptions, Inc. was selected as the supplier for this project due to their expertise in conducting qualitative research.

Alejandro Lopez

David Beran

David Davies

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